

Solar Now!

City of Portland
Office of Sustainable Development



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City of Portland



Presentation Overview

- Background on Portland and OSD
- Solar Now! Partnership Model
- Solar Now! Program Objectives
- Outreach Campaign Strategy & Tactics
- Lessons Learned



Portland: A Sustainable City

- First U.S. city to develop a Global Warming Action Plan in 1993.
- Renewable fuel standard requires B5 and E10.
- All city facilities must meet gold LEED certification.

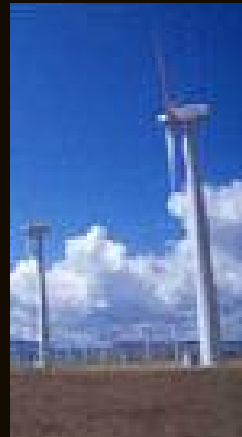
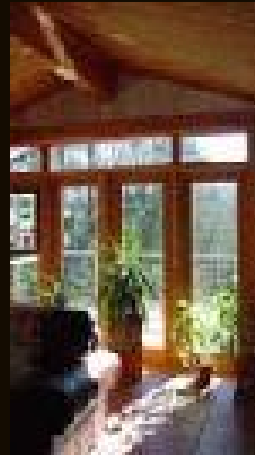




Office of Sustainable Development

A Better Future. A Better Now.

OSD provides leadership and contributes practical solutions to ensure a prosperous community where people and nature thrive, now and in the future.



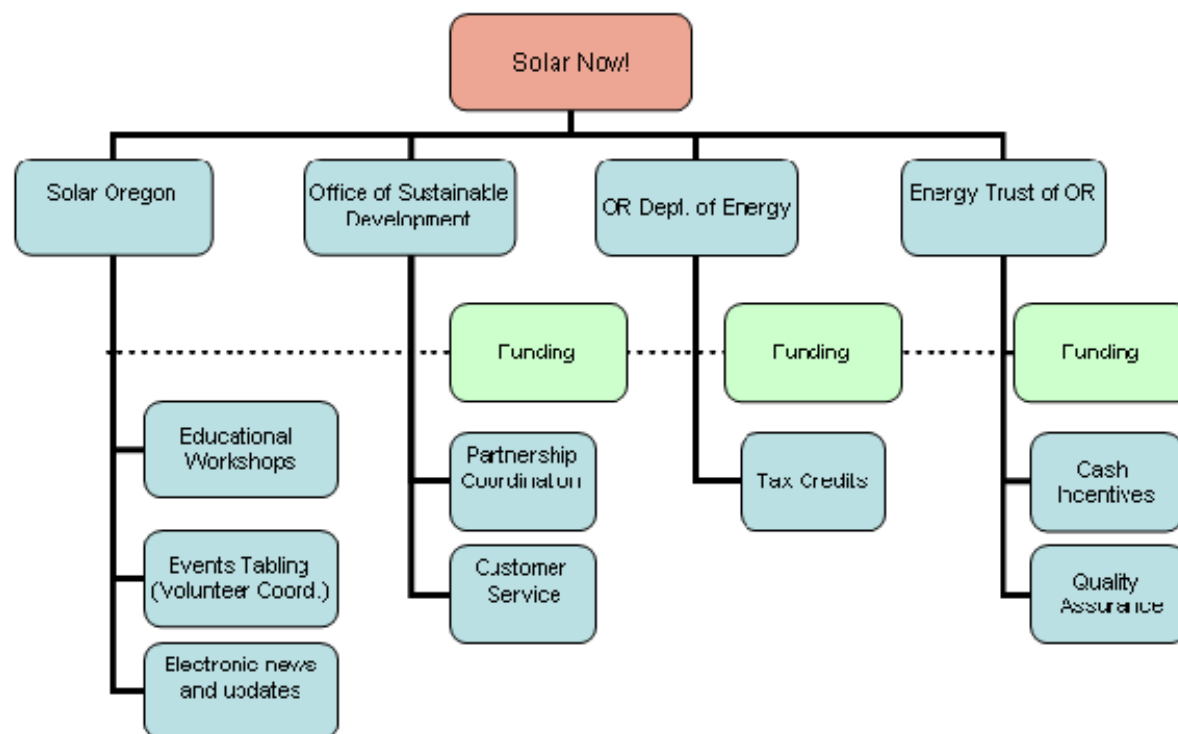


Solar Now! Objectives

- 1) Increase number of installations on homes and businesses
- 2) Integrate solar into City facilities
- 3) Streamline regulations
- 4) Provide policy support



Solar Now! Partnership Model





Solar Now! Outreach

- Educational Workshops
 - 1-hour solar “basics”
 - 3-hour technical
 - On-site professional
- Events tabling
 - Home & Garden shows
 - Farmer’s markets
 - NW Solar Expo
- Coordinated advertising and marketing



The Solar Audience: Demographics and Attitudes

- Ages 35-64
- Income of \$75,000 or more
- Comfortable with technology & complex information
- Long term mindset
- Feel established in their homes/careers
- Core emotional promise of solar represented by pride and honor of being a pioneer





Solar Now! Messages

- Portland is sunny enough for solar
- Solar makes sense
 - Sunshine is abundant, reliable, and free
 - Financial incentives have never been better
- Be an energy leader
- We make it simple and easy



Collaborative Marketing

- Goals
 - Drive traffic to workshops
 - Publicize high-profile installations
 - Nurture existing leads
 - Raise brand awareness
- Channels
 - Local newspapers
 - Targeted magazines
 - Public radio
 - Google ad words campaign
 - Email news & reminders



**Building a solar
future in Oregon
*today!***

More and more Oregonians are turning to solar energy to power their future. With state and federal tax credits and incentives from Energy Trust of Oregon* there has never been a better time to generate your own clean renewable power for your home or business.

**For more information in Portland call (503) 823-7581
or 1-866-368-7878 if outside Portland.**

*For customers of PGE and Pacific Power. Others should contact their electric utility.

 OREGON
DEPARTMENT OF
ENERGY

 EnergyTrust
of Oregon, Inc.

 SOLAR OREGON
Oregon's Solar Energy Council

 OFFICE OF SUSTAINABLE DEVELOPMENT
CITY OF PORTLAND



SOLAR NOW!

GOOD ENERGY *for* OREGONIANS



BUILD OREGON'S *Solar Future*

**THERE'S NEVER BEEN A
BETTER TIME TO GO SOLAR**

- * *Enjoy free, reliable energy*
- * *Reduce project costs by up to half
with incentives & tax credits*
- * *Tap into abundant Oregon sunshine*
- * *Be an energy leader*

**WE CAN HELP YOU MAKE IT HAPPEN
ASK ABOUT FREE WORKSHOPS & EXPERT ADVICE**

The Solar Now! campaign connects Oregonians with the resources and assistance they need to choose solar energy. Solar Now! is brought to you by Solar Oregon, City of Portland Office of Sustainable Development, Energy Trust of Oregon and Oregon Department of Energy.



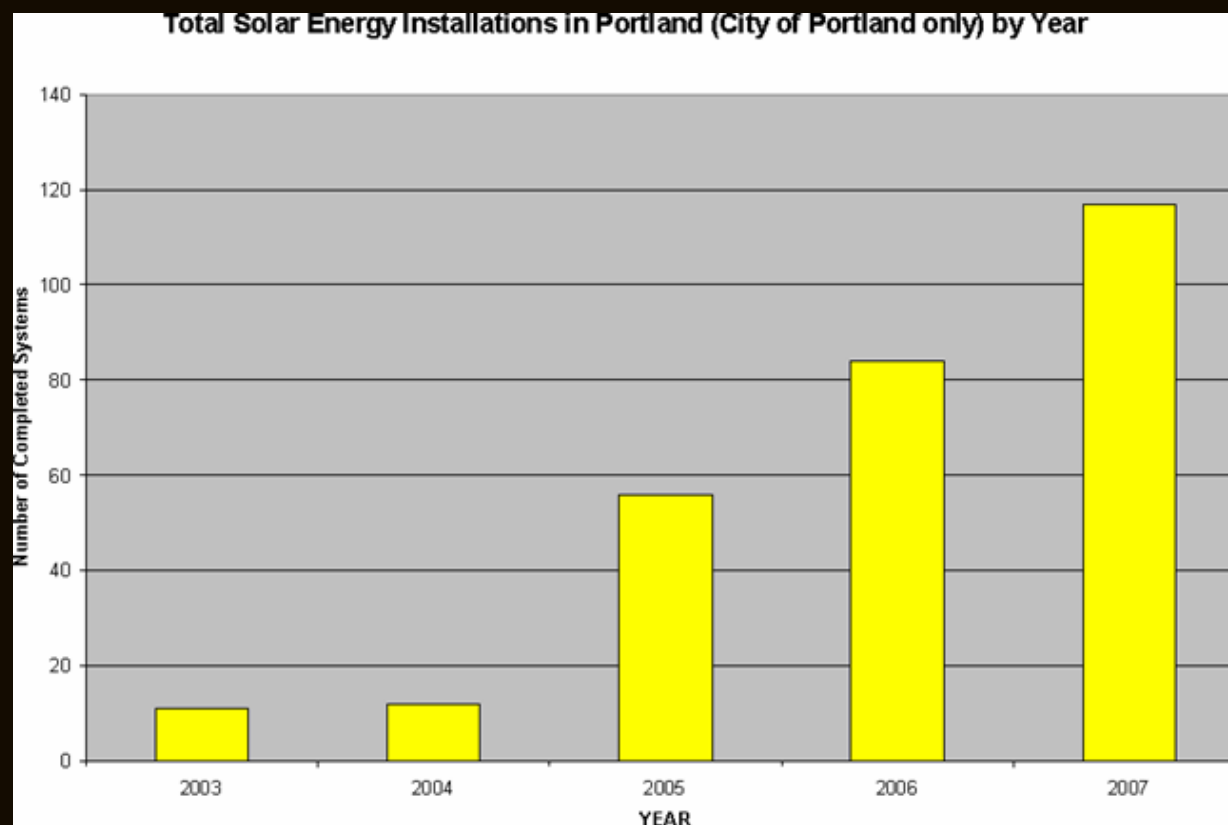
The “Maven” Strategy

- Engage political and community leadership
- Publicize their installations
- Pledge to go solar
- Personalized follow-up and hand-holding

A sign titled "I AM A SOLAR LEADER" with a sun graphic on the left. It includes fields for Name, Email, and Phone. Below these fields, there are three checkboxes with corresponding text: "I WANT TO GO SOLAR RIGHT NOW on my home / business / school / church / other", "I'm interested in finding out more information on whether solar is right for me / business and may be interested in attending a workshop this summer. Please let me know how I can learn more.", and "I'd like to help spread the word that Portland is sunny enough for solar. I would be happy to help with a solar panel installation or other solar project." The sign is yellow and white with a decorative border.

Outreach Results

- 1,200+ people reached through workshops and thousands more at tabling events
- Number of installations increasing every year





Questions From the Public

- Is Portland sunny enough for solar?
- Is it too expensive?
- What about my roof?
- What can I do to protect my solar access?



What We've Learned

- Workshops provide critical decision-making information.
- Decision process can take several years; important to keep people engaged during this time
- Partnership decision making can be slow, but the diversity of talent, breadth, and sharing of resources makes it worth it!
- Maven strategy yielded some early successes but not a viable long-term approach

Come Visit Us!



Visit www.portlandonline.com/osd/solar
Call Lee Rahr, 503.823.7581

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